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**Title:**  
'Fitness' campaign

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3211  
7/8/67

MY LORD MAYOR, DISTINGUISHED GUESTS, LADIES AND GENTLEMEN:

I am delighted to be associated with this campaign "Fitness Australia". There can be no doubt that a healthy body assists the healthy mind to bring happiness to the individual. A healthy and a happy nation is a nation which will distinguish itself.

In our present day society we enjoy benefits of prosperity and the aids which science and inventions have given us. Nobody would wish to return to the pre-motor car days but it is a fact that with the comforts of modern aids and the greater demands on our time, we tend to neglect the exercise of our bodies. There is also no doubt that with minor re-arrangement of our leisure time we can remedy this, and the booklet "Keeping Fit" being issued today in this Fitness Campaign will be of great assistance to those who will read it and act upon it. I commend all who have been associated with this Campaign and the production of the booklet.

2.

Speaking as the Leader of a Government, I can say that in South Australia a considerable amount of Government funds are expended on treatment arising from ill health. In turn our individual citizens spend much of their own money on treatment arising from lack of good health. I would not be exaggerating to say that much of this expenditure could be avoided by the simple expedient of individual members of the public participating in this "Fitness Australia" Campaign. Not only will it save them money it will promote the good health and happiness I have previously mentioned, and will be <sup>to</sup> of the continuing benefit not only of the individual but the nation.

My Lord Mayor, it is with much pleasure that I associate myself with the official opening of "Fitness Australia".

JSW:DH

31st July, 1967.

Dear Mr. Simpson,

I thank you for your letter of the 27th July, 1967, and the enclosed book "Keeping Fit".

I thank you for forwarding the information conveyed by you which will be of assistance to the Premier in connection with the launching of the campaign "Fitness Australia" at the Town Hall, at 10 a.m. on Monday, 7th August, 1967.

Yours sincerely,

(J. S. White)  
SECRETARY.

Mr. A.E. Simpson,  
Director,  
National Fitness Council  
of South Australia,  
70 South Terrace,  
ADELAIDE. S.Aust. 5000.

# National Fitness Council

OF SOUTH AUSTRALIA

70 SOUTH TERRACE, ADELAIDE

Phone: LA 4397, LA 4398

27th July, 1967.

Mr. J. S. White,  
Secretary to the Premier,  
Premier's Office,  
Treasury Buildings,  
ADELAIDE. 5000

28 JUL 1967

Dear Sir,

"Fitness Australia"

I enclose a copy of the book "Keeping Fit" which is the subject of the Mayoral Reception at Adelaide Town Hall on Monday, 7th August 1967 at 10 am.

I also attach a brief statement which will give some background to the publication for the Premier's information.

A tentative programme is also attached about which I would like your opinion before I discuss final arrangements for the ceremony with the Lord Mayor.

Yours faithfully,



(A.E. Simpson)  
DIRECTOR

AES/tb  
Encs.

## FITNESS AUSTRALIA

Commonwealth Council for National Fitness first discussed the production of a guide book for regular daily exercise at its Sixteenth Session in July 1964.

The New South Wales Council was asked to prepare the draft of a section on exercise while the Department of Health agreed to prepare a section on diet.

By next April the exercise section had been prepared but not tested, and the diet section was not yet ready; but a plan for publication was tabled.

In September the material submitted was returned for revision and thereafter publication by the Department of Health, if finance was available.

Meanwhile a tobacco firm produced a book of exercises which was not very well received; but it was agreed that plans for the N.F.C. book should proceed depending on suitable sponsorship.

The Australian Mutual Provident Society accepted sponsorship, agreed to pay \$34,500 into the National Fitness Trust Fund to cover the cost of printing up to 500,000, and to promote the book by Australia-wide advertising at an estimated cost of \$100,000 over four months.

State National Fitness Councils agreed in July of this year to contribute pro rata towards a payment to the three writers of the book for services rendered. The contents have been assigned to the Department of Health thus making it possible for the Government Printer to print and bind the booklets.

Already some 200,000 copies have been printed and distributed to State National Fitness Councils, to the State offices of the Commonwealth Department of Health, and to the State offices of the sponsoring Society.

On 7th August the A.M.P. will launch a publicity campaign mainly by advertisements in some 400 metropolitan and provincial journals and in magazines with a national circulation.

Advertisements will contain coupons which will make it possible for people desiring copies of the book to apply by post. Books will not be handed out indiscriminately. Offices of the Society will be the major suppliers. Agents of the Society will carry copies but issue them only to people who ask.

The National Fitness Council is charged with the task of encouraging people of all ages to take an interest in their own fitness. It can assist sports organisations in small ways such as coaching courses, conditioning courses, library, films, surveys. It can assist youth through the various established organisations. It can create an awareness of the need for open space and facilities for recreation. But it is very difficult to provide the non-playing man or woman with a programme of

exercise that, when practised regularly, will invigorate them and give tone to muscles, nerves and organs.

The system of the daily dozen seems to be the most likely means of providing this tonic. It asks for little space, little time and not a great deal of effort. In fact effort is the only cost. It is on these grounds that the book "Keeping Fit" should be welcomed in every home, office and factory.

Its instigators and sponsors are to be commended.

## FITNESS AUSTRALIA

Official opening of campaign at Adelaide Town Hall  
by Hon. D.A. Dunstan, Premier, supported by His Worship,  
the Lord Mayor, Rt. Hon. W.L. Bridgland.

- 10.00am. Reception of guests.
- 10.10am. Welcome by Lord Mayor.
- 10.12am. Introduction of Mr. F.E. Stahl,  
General Manager, A.M.P. Society,  
South Australia.
- 10.15am. Presentation of copy of "Keeping Fit"  
to the Hon. the Premier.
- 10.16am. Statement by Premier.
- 10.20am. Support by His Worship.
- 10.30am. Premier departs.